



**NCFE Level 2 Certificate in Business and Enterprise**

**(601/0048/5)**

**Unit 02 Marketing for Business and Enterprise**

**9 October – 20 October 2017**

**Mark Scheme**

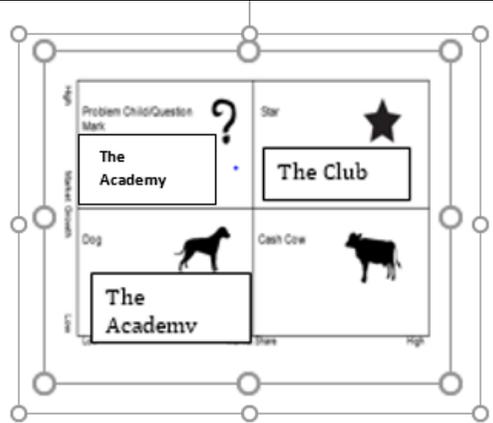
Assessment criteria	Task No	NYA	Pass	Merit	Distinction
1.1 Describe the different aspects of marketing  <i>Range</i> <i>Aspects: targets, niche, mass, product-orientated, market-orientated</i>	1	One or more of the 3 are described inaccurately	<b>Learners will describe the different aspects of marketing.</b>	<b>Learners will provide a detailed description of the different aspects of marketing.</b>	<b>Learners will provide a comprehensive description of the different aspects of marketing.</b>
		Or  Fewer than 3 are described	1a. Niche, Mass, Market Orientated and Product Orientated are 4 different aspects of marketing. Describe and give examples of three of these. ( <i>You may choose to discuss both their positive and negative features</i> ).	Basic definition of three of the following: Mass, Niche, Product orientated and market orientated.  A correct example MUST be provided for 2 of the marketing aspects to support the definition, which must show a greater level of understanding.  Vague definitions are grade limiting to a Pass.	Minimum of 1 advantage <b>and</b> 1 disadvantage of 2 different aspects of marketing must be provided to support the definition and to demonstrate a comprehensive understanding of 2 of the aspects.
1.2 Explain why business or enterprise needs marketing	1		<b>Learners will explain why business or enterprise needs marketing.</b>	<b>Learners will provide a detailed explanation about why business or enterprise needs marketing.</b>	<b>Learners will provide a comprehensive explanation about why business or enterprise needs marketing and when marketing goes wrong or does not meet the aims of the business.</b>
			1b. Explain 3 reasons why businesses need marketing. ( <i>You may wish to include some of the benefits of marketing and/or what may happen if the marketing goes wrong or does not meet the needs of the business. You could refer to businesses you are familiar with to support your reasons</i> ).	Fewer than 2 valid reasons given.	Explain at least 2 valid reasons why business or enterprise need marketing.  Learners will include benefits for the business of <u>the 2 reasons identified</u> .  This cannot be the opposite of the benefit.
2.1 Identify the various target	2	Fewer than 3 target markets	<b>Learners will identify the various target markets for an organisation.</b>	<b>Learners will justify reasons why the various target markets are suitable for an organisation.</b>	<b>No distinction criteria for this.</b>

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markets for an organisation.		are accurately identified	<p>2a. TYG have a number of target markets.</p> <p>Identify three of TYG’s target markets from Source 1.</p> <p>Explain how TYG know that each of these target markets are suitable for their business.</p>	<p>Learners must choose 2 target markets from the case study and explain how the owners know these markets are suitable for their business.</p> <p>1 justification is required for each of the identified target markets. These justifications must be taken from the case study.</p> <p>Examples could include:</p> <p><b>Women in socio economic groups A and B</b> are a suitable target market because</p> <ul style="list-style-type: none"> <li>• The number of bookings remain stable with 80% of customers returning</li> </ul> <p><b>Professional Men</b> are a suitable target market because</p> <ul style="list-style-type: none"> <li>• TYG have had to extended their opening hours due to the high demand</li> <li>• They are the market leader for men’s hair care services in Liverpool.</li> <li>• There are rising sales in men’s grooming products</li> </ul>	<b>No distinction criteria for this.</b>
<p>Learners must identify three target markets from the case study.</p> <p>Do not accept examples of product/service.</p> <p>Do not accept examples of target markets that are not in the case study.</p> <p>Examples could include:</p> <p><b>Women in socio economic groups A and B</b> who have money to spend and lots of time</p> <p><b>Women</b> looking for a new hairstyle</p> <p><b>Men</b> who are professional and have busy working lives</p> <p><b>Students</b> who are on low income</p> <p><b>Elderly/Over 75</b> who cannot get to a salon (<i>Pass limiting – no justification</i>)</p>					

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			<p><b>People who want a career change</b> (<i>Pass limiting – no justification</i>)</p> <p><b>People who care for the environment</b></p> <p><b>Parents who buy You Organics Shampoo</b> (<i>Pass limiting – no justification</i>)</p>	<p><b>People who care for the environment</b> are a suitable target market because</p> <ul style="list-style-type: none"> <li>Sales continue to rise even though price is high</li> </ul> <p><b>Students</b> are a suitable target market because</p> <ul style="list-style-type: none"> <li>The number students attending on Mad Mondays are rapidly growing.</li> </ul>	
2.2 Compare the different needs of the target markets for an organisation	2	Learners fail to identify 1 similarity and 1 difference in the needs of the target markets	<p><b>Learners will compare the different needs of the target markets for an organisation</b></p> <p><b>2b.</b> Choose <b>two</b> of TYG’s target markets from <b>Source 1</b> and identify their needs.</p> <p>These can be the target markets you identified in 2a, or you can choose two other target markets.</p>	<p><b>Learners will compare in detail the different needs of the target markets for an organisation</b></p> <p><b>2c.</b> Choose <b>two</b> of TYG’s target markets from <b>Source 1</b> and explain in detail how the needs of these <b>two</b> target markets are <b>similar</b> and how they are <b>different</b>.</p> <p>These can be the target markets you identified in 2a or 2b, or you can choose two other target markets.</p>	<b>No distinction criteria for this AC</b>
			<p>Learners choose 2 target markets and identify 1 need for each.</p> <p>Learners MUST identify the needs of the Target Market and not what the salon offers.</p> <p>Examples could include:</p>	<p>Learners will explain in detail how the needs of 2 target markets are similar and different.</p> <p>Award any reasonable examples.</p>	

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			<p>Women in socio economic groups A and B want:</p> <ul style="list-style-type: none"> <li>• To be pampered</li> <li>• A stylish haircut</li> <li>• A central location</li> </ul> <p>Professional men want:</p> <ul style="list-style-type: none"> <li>• A quick, efficient, high quality service</li> <li>• A stylish haircut</li> <li>• A central location</li> </ul> <p>Students want:</p> <ul style="list-style-type: none"> <li>• A stylish haircut at a price they can afford</li> <li>• A central location</li> </ul> <p>Elderly/Over 75 want:</p> <ul style="list-style-type: none"> <li>• A friendly chatty stylist who will come to their home</li> <li>• To feel pampered in their own home</li> </ul> <p>People who want a career change/people with young children want:</p> <ul style="list-style-type: none"> <li>• A course that lasts no more than 6 months</li> </ul> <p>People who care for the environment want:</p> <ul style="list-style-type: none"> <li>• A product only made from natural ingredients.</li> </ul>		

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<b>2.3</b> Describe how an organisation would research their target market  <i>Range: Primary – surveys, focus groups, interviews, questionnaires Secondary - internet, newspapers, journals, leaflets, and surveys conducted by others eg Mintel, Keynote, Office of National Statistics quantitative and qualitative data - difference between and why both are needed</i>	3	Learners fail to describe the 2 methods accurately	<b>Learners will describe how an organisation would research their target market.</b>	<b>Learners will describe in detail how an organisation would research their target market.</b>	<b>Learners will describe how an organisation would research their target market showing critical judgement.</b>
			<b>3a.</b> TYG have used primary and secondary research methods to collect quantitative and qualitative data.  Describe how any <b>two</b> of these research methods have been used by TYG and give <b>one</b> advantage and <b>one</b> disadvantage of each method.	<b>3b</b> TYG would like to improve their market research methods.  Recommend <b>two</b> ways in which they could do this <b>and</b> explain how these could benefit the business.	
			Describe any 2 from primary, secondary, qualitative and quantitative  Award any reasonable examples.	Learners provide: 1 X advantage 1 X disadvantage of each method identified  Award any reasonable examples.	Learners give 2 recommendations on how Isaac can improve the market research and explain how these improvements can benefit the TYG.  Award any reasonable examples.
<b>3.1</b> Explain the marketing mix	4	Learners fail to explain all 4 Ps correctly.  Learners not explaining one of the elements of	<b>Learners will explain the marketing mix.</b>	<b>Learners will explain the marketing mix in detail.</b>	<b>Learners will explain the marketing mix perceptively.</b>
			<b>4a.</b> Explain the marketing mix for <b>one</b> of TYG's products or services. Give as much detail as you can.	<b>4b.</b> Write the following product/service in the correct boxes of the Boston Matrix below.  (i) The Club	

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		the 4Ps will not receive marks.			(ii) The Academy Explain your choice.
			Learner explains the marketing mix for one of TYG's products  Award any reasonable examples.	Learner explains the marketing mix for one of TYG's products giving more detail, they could discuss why one or more of the 4Ps are working/not working well, therefore showing a greater level of understanding.  Award any reasonable examples.	 Award any reasonable examples.
3.2 Explain the impact of social media and the internet on promotion  <i>Range:</i> <i>Social Media: e.g. Blogs, Facebook, Twitter, Pinterest, LinkedIn, websites, apps</i>	6	Learners fail to identify two positive impacts that social media and the internet can have on a business when promoting products and services	<b>Learners will explore the impact of social media and the internet on promotion.</b>	<b>Learners will clearly explain the impact of social media on promotion in comparison to traditional methods.</b>	<b>Learners will explain the positive and negative impacts of social media on promotion.</b>
			<b>6a.</b> Explain in detail <b>two positive</b> impacts that social media and the internet can have on <b>any</b> business when <b>promoting</b> products and services.  Compare these to the impact that traditional methods can have.	<b>6b.</b> Explain in detail <b>two negative</b> consequences that might arise when <b>any</b> business uses social media and the internet for promotion.	
			Learner identifies two positive impacts that social media and the internet can have on a business when <b>promoting</b> products and services.	Learners will make 2 comparisons between the use of social media and the internet to promote products and/or services to the use with traditional methods.	Learners explain in detail two negative consequences that might arise when a business uses social media and the internet for promotion

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			<p>Examples could include:</p> <ul style="list-style-type: none"> <li>• Online flash sales have resulted in a 25% rise in sales on the day of the sale.</li> <li>• Competitions on Facebook continue to attract large entries meaning that a large number of potential customers are seeing this.</li> </ul> <p>General answers are acceptable.</p>		
4.1 Evaluate the effectiveness of different marketing methods	5	Learner does not evaluate the effectiveness of any of the marketing methods	<b>Learners will evaluate the effectiveness of the marketing of the business or enterprise methods</b>	<b>Learners will coherently evaluate the effectiveness of different aspects of the marketing of the business or enterprise methods. Learners will indicate where improvements may be made</b>	<b>Learners will comprehensively evaluate the effectiveness of different aspects of the marketing of the business or enterprise methods. Learners will show critical judgement and indicate where improvements may be made</b>
			5a. Explain what went well and what did not go well for the <b>Promotion and Price</b> elements of the marketing mix.	5b. Suggest <b>two</b> improvements that TYG could make to their marketing mix. Give reasons for your suggestions.	5c. Choose <b>one</b> improvement from 5b and explain why you think this may <b>not</b> be successful for TYG.
			Learners explain what has gone well and what has not gone well for promotion and price.  Any 3 from 4 is sufficient for a Pass.	Learner identifies and explains <b>two</b> improvements the TYG could make to their marketing mix ( <i>this does not have to relate to weaknesses in the pass criteria</i> )  Award any reasonable examples.	Learner explains their suggestion might not be successful.  Award any reasonable examples.

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			<p><b>Examples could include</b></p> <p><b>Marketing mix</b></p> <p><b>Promotion (went well)</b></p> <ul style="list-style-type: none"> <li>• Flash sales on Amazon resulted in a 25% increase in sales of You Organics on the day of sale</li> </ul> <p><b>Promotion (did not go well)</b></p> <ul style="list-style-type: none"> <li>• Only 5% of student discount vouchers were redeemed and therefore ineffective</li> </ul> <p><b>Price (went well)</b></p> <ul style="list-style-type: none"> <li>• High price of You Organics children shampoo has not deterred customers as sales are growing</li> </ul> <p><b>Price (did not go well)</b></p> <ul style="list-style-type: none"> <li>• Academy customers put off by high price</li> </ul>		